RJREYNOLDS
TOBACCO COMPANY

Dates
Sept. 8/25/97
Oct. 9/29/97
Nov. 10/27/97
Dec. 11/24/97

PAUL LETOURNEAU
NATIONAL ACCOUNT MANAGER
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Salado, TX 76571
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JUNE 10, 1997

TO: **MANAGERS w/McLANE DIVISIONS**
ALL ROU's

FROM: **PAUL LETOURNEAU**

RE: ***SALEM TEAR TAPE TO McLANE ACCOUNTS***

- Our objective is to send accounts a specific amount of cartons of each of the four styles at full price billing with an empty display and pay the chain.
- Our secondary objective is to send accounts a specific amount of cartons of each of the four styles with an empty shipper and attach a $300 per carton deal to the chain and pay McLane the $3.00 per carton.
- Our third alternative, to be used at Sam's Clubs, is to pack one carton of each of the 4 styles in a display shipper. Payment of $14.00 per 12M case for packing and $12.00 per shipper for the $3.00 per carton Off Invoice will be made to the McLane Division by the RJR Manager that calls on each McLane Division.

The 1st and 2nd objectives will not incur any packing charge. It will be a typical in/out promotion which includes the shipping of the empty display. In objective 2, the KAM or AM that sends you the order should also send you a check for $3.00 per carton for the quantity on distribution, on the date of or shortly after the distribution is made.

UIN's for Salem $.30 off product

UPC	ITEM	WORLD UIN	LA UIN
24194	KING SIZE	986042	986166
24196	LT KS	986067	986182
24195	FF 100	986059	986174
24197	LT 100	986075	986190

THE EMPTY DISPLAY/SHIPPER UIN = 988170

The 40-1 pack Salem $.30 pack shipper UIN will be sent to you shortly. _____

Please communicate to me and David Gramley when you want your allocated product to be shipped to you McLane Division.

Sincerely,

PAUL

P.A. LETOURNEAU

51845 5814

Source: https://www.industrydocuments.ucsf.edu/docs/fzny0000